GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4086
ANSWERED ON:10.04.2003
INFRASTRUCTURE FOR PRODUCTION OF IN-HOUSE PROGRAMMES
BHARTRUHARI MAHTAB

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan is providing a right mixture of information, education and entertainment;

(b) if so, the infrastructure/facilities created for production of in-house programmes in all State headquarters, State-wise;

(c) the extent to which the infrastructure/facilities are being utilised in DD Kendras viz. hours of telecast/relay/utilisation of studios; and

(d) the steps taken to develop software which will reduce dependence of Doordarshan on Film programmes?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a): Prasar Bharati has informed that Doordarshan is telecasting programmes, whichcontain a mixture of information, education and entertainment according to the mandate in the Prasar Bharati Act, 1990.

(b): Prasar Bharati has informed that there are 59 Studio Centres of Doordarshan inthe country. Besides this, Doordarshan has OB Vans, EFP Vans, DSNGs/ENG Units all over the country for production of programmes outside the Studios. Statewise list is annexed.

(c): Prasar Bharati has informed that nearly 43% of the total transmission ofprogrammes from various channels/State networks/Production Centres of Doordarshan is produced in-house.

(d): Prasar Bharati has informed that Doordarshan is not dependant on film basedprogrammes. Doordarshan has taken a number of steps for improving the production of in-house programmes viz. setting up of a Creative Advisory Committee witheminent media personalities for quality improvement/production presentation/packaging of programmes, setting up of a Development Communication Division, dedicated to the production/telecast of social communication messages in a professional manner. Campaigns by Development Communication Division haveresulted in quality/quantity improvement in in-house production, using Doordarshan`s creative talents and infrastructure.